

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 03120 020934Z

20

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 020835Z MAR 76
FM AMEMBASSY TOKYO
TO USDOC USTS
INFO SECSTATE WASHDC 7334

UNCLAS TOKYO 3120

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: WEEKLY HIGHLIGHTS CABLE

SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING WEEK
ENDING FEBRUARY 28. END SUMMARY.

JW-6-529. 1. USTS/TOKYO HELD A SKI NIGHT PROMOTION FOR 30 TRAVEL
AGENTS SPECIALIZING IN SKI TOURS AND SKI PUBLICATION JOURNALISTS IN
AN EFFORT TO ENCOURAGE TRADE-MEDIA TIE-INS IN PROMOTING U.S. SKI
TOURS DURING THE 1976-77 SEASON. AS A RESULT OF THE MEETING, THREE
TIE-IN PROGRAMS ARE IN PLANNING, AND SEVERAL AGENT/JOURNALIST
FAM TOURS MAY BE SCHEDULED FOR LATE APRIL. THERE IS A SKI MARKET OF
SOME
10 MILLION IN JAPAN, OF WHICH OVER 40 THOUSAND TRAVEL OVERSEAS ON SKI
PACKAGES. U.S. SHARE OF THIS MARKET IS MINIMAL AT THIS TIME WITH
ONLY A FEW THOUSAND OR SO SKIERS TRAVELING TO THE USA, BUT WE HOPE
TO SUBSTANTIALLY INCREASE THIS NUMBER DURING THE 1976-77 SEASON. 2.
THREE LOCAL TOUR DEVELOPMENT CONTRACTS WERE SIGNED THIS MONTH: (A)
DOLS 2,500 SUPPORT TOWARD NIPPON EXPRESS CO. "AMERICAN LANGUAGE SEMIN
AR
TOUR" FOR A PROJECTED 700 PASSENGERS RESULTING IN AN ESTIMATED SOLS
321,825 IN REVENUE; (B) DOLS2,500 TOWARD NIPPON EXPRESS CO. "TRAVEL
AND STUDY FOR HIGH SCHOOL STUDENT" PROGRAM FOR A PROJECTED 400
PASSENGERS AND DOLS183,900 IN REVENUE; AND (C) DOLS1,000 TOWARD
FUJI TOURS INTERNATIONAL'S "BICENTENNIAL TOUR OF AMERICA" FOR A
PROJECTED 150 PASSENGERS AND DOLS68,656 IN REVENUE.
SHOESMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM, REPORTS, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Draft Date: 02 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TOKYO03120
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760078-1013
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t197603102/aaaadlyq.tel
Line Count: 52
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 04 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 JUN 2004 by fisherem>; APPROVED <20 DEC 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WEEKLY HIGHLIGHTS CABLE SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING WEEK
TAGS: ETRD, JA, US
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006